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~~11.~~ (New) An electronic shelf label (ESL) comprising:
a first display disposed on a first side of the ESL for
displaying first information about an item;

a second display separate from the first display and
disposed on a second side opposed to the first side of the
ESL for displaying second information about the item;

a memory for storing the first and second information
and at least one ESL identification number;

communication circuitry for receiving commands to
display the first and second information addressed to the
ESL identification number; and

ESL circuitry for individually causing the first
display to display the first information and the second
display to display the second information in response to the

commands.

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12. (New) The ESL of claim ~~11~~¹ wherein the first information equals the second information.

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13. (New) The ESL of claim ~~11~~¹ wherein a single ESL identification number is associated with both of the first and second displays.

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14. (New) The ESL of claim ~~11~~¹ wherein a first ESL identification number is associated with the first display and a second ESL identification number different from the first ESL identification number is associated with the second display.

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15. (New) An electronic shelf label (ESL) comprising:
a housing;

a first display disposed on a first side of the housing for displaying first information about an item;

a second display disposed separately from the first display on a second side of the housing opposed to the first side of the housing for displaying second information about the item;

a memory in the housing for storing the first and second information and at least one ESL identification

number;

communication circuitry in the housing for receiving commands to display the first and second information addressed to the ESL identification number; and

ESL circuitry for individually causing the first display to display the first information and the second display to display the second information in response to the commands.

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~~16.~~⁶ (New) The ESL of claim ~~15~~⁵ wherein the housing is suitable for mounting perpendicular to a shelf rail in an aisle with the first and second displays perpendicular to the aisle.

~~17.~~⁷ (New) A method of displaying information about an item comprising the steps of:

receiving a message containing an update display command and an ESL identification number by communication circuitry within an ESL associated with the item;

determining if the ESL identification number contained in the message matches a reference ESL identification number stored in a memory of the ESL and associated with at least one display of first and second separate and opposing displays of the ESL by control circuitry within the ESL;

if the ESL identification number contained in the

message does not match the reference ESL identification number, ignoring the message by the control circuitry; and

if the ESL identification number contained in the message matches the reference ESL identification number, individually updating the one display to display information contained in the update display command by the control circuitry.

~~18.~~ (New) The method of claim ~~17~~, further comprising the steps of:

receiving another message containing another update display command and another ESL identification number by the communication circuitry;

determining if the other ESL identification number matches another reference ESL identification number stored in the memory and associated with another display of the first and second separate and opposing displays by the control circuitry;

if the other ESL identification number does not match the other reference ESL identification number, ignoring the other message by the control circuitry; and

if the other ESL identification number matches the other reference ESL identification number, individually updating the other display to display other information contained in the other update display command by the control

circuitry.

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19. (New) A method of displaying information about an item comprising the steps of:

receiving a message containing an update display command and an ESL identification number by communication circuitry within an ESL associated with the item;

determining if the ESL identification number contained in the message matches a reference ESL identification number stored in a memory of the ESL and associated with first and second separate and opposing displays of the ESL by control circuitry within the ESL;

if the ESL identification number contained in the message does not match the reference ESL identification number, ignoring the message by the control circuitry; and

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if the ESL identification number contained in the message matches the reference ESL identification number, individually updating the first and second displays to display information contained in the update display command by the control circuitry.

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20. (New) A method of displaying information about an item comprising the steps of:

receiving a first ESL identification number by communication circuitry within an ESL associated with the

item;

determining that the first ESL identification number matches a first reference ESL identification number stored in a memory of the ESL and associated with a first display of two separate and opposing displays of the ESL by control circuitry within the ESL;

individually updating the first display to display first information by the control circuitry;

receiving a second ESL identification number by the communication circuitry;

12 concl. determining that the second ESL identification number matches a second reference ESL identification number stored in the memory of the ESL and associated with a second display of the ESL by the control circuitry; and

individually updating the second display to display second information by the control circuitry.

11 21. (New) The method of claim *10* 20, wherein the second information equals the first information.

12 22. (New) The method of claim *10* 20, wherein the second information is different from the first information.
